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AUSTRALIA

*A Guide
for Canadian Exporters*



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External Affairs
Canada

Affaires extérieures
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Publié également en français

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AUSTRALIA

A Guide for Canadian Exporters

Canadian Trade Offices in Australia are located in
Canberra, Sydney, Melbourne and Perth
(For full addresses, please refer to Section IX,
USEFUL ADDRESSES)

Pacific Trade Development Division (PPT)
Pacific Bureau
Department of External Affairs
Ottawa, Ontario
K1A 0G2



External Affairs
Canada

Affaires extérieures
Canada

June 1984

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CONTENTS

	Page
I. THE COUNTRY	4
II. ECONOMY AND FOREIGN TRADE	9
III. CANADA-AUSTRALIA TRADE	16
IV. MARKET OPPORTUNITIES IN AUSTRALIA	18
V. DOING BUSINESS IN AUSTRALIA	20
VI. CUSTOMS AND EXCHANGE REGULATIONS	28
VII. CANADIAN GOVERNMENT SERVICES AVAILABLE TO EXPORTERS	36
VIII. YOUR BUSINESS VISIT TO AUSTRALIA	40
IX. USEFUL ADDRESSES	44
X. READING LIST	46
XI. REGIONAL OFFICES IN CANADA	48
APPENDICES	51

I. THE COUNTRY

Area and Geography

Australia is located in the Southern Hemisphere between the Pacific and Indian Oceans. It has an area of 7,682,300 km² and an average elevation of less than 300 metres, making Australia the flattest of continents. The country's interior is arid or semiarid, while coastal areas are generally fertile. One-third of the country is uninhabited. It is the only continent occupied by a single nation.

Climate

About 40 per cent of Australia's total area lies within the tropics. The remainder is located in the temperate zone where most of the population is concentrated. Throughout the country summer temperatures frequently exceed 37.8°C, although humidity is relatively low in many places.

From November to March, the coastal cities of Perth, Adelaide, Melbourne and Hobart and the inland city of Canberra usually have dry summer heat, while Darwin, Sydney and Brisbane have subtropical climates with damp heat from mid-December to mid-March. These cities have mild winters with no snow, while in the interior the climate is more extreme.

Local Time

There is a 14-hour time difference between Ottawa and the east coast of Australia from April to October. For example, when it is 05:00 p.m. (eastern standard time) in Ottawa, it is 07:00 a.m. the following day in Canberra, Sydney and Melbourne (standard time) and 05:00 a.m. (western standard time) in Perth on Australia's west coast. Other times of the year the difference between Ottawa and Sydney/Melbourne is 15 or 16 hours depending upon the date. Except for Queensland, Western Australia and Northern Territory, the country is on daylight saving time from late October to late February.

Population

Approximately 15.2 million people live in Australia, about 25 per cent of whom are younger than 15 and 71 per cent are under 45. (About one per cent of the total population is aboriginal). The population growth is estimated at less than two per cent per annum.

For historical, climatic and economic reasons the population is concentrated to the extent that 70 per cent live in capital cities and major towns, mainly on Australia's south and east coasts. By state, the population breakdown is as follows:

	Population (in millions)
New South Wales	5.3
Victoria	4.0
Queensland	2.4
South Australia	1.3
Western Australia	1.3
Tasmania	0.4
Northern Territory	0.1
Australian Capital Territory	0.2
TOTAL (because of rounding figures do not equal total)	<u>15.2</u>

Principal Cities and Towns

Australia is one of the world's most highly urbanized countries. The major cities are:

	Population (in millions)
Sydney (N.S.W.)	3.3
Melbourne (Victoria)	2.8
Brisbane (Queensland)	1.0
Adelaide (South Australia)	0.9
Perth (Western Australia)	0.9
Canberra (Australian Capital Territory)	0.2
Hobart	0.2

Most of these centres are separated by great distances. For example the distance from Sydney to Melbourne is 800 km and to Perth is 3,500 km.

The cities of Sydney and Melbourne are comparable to Toronto and Montreal, inasmuch as they are the main centres of financial and industrial activity.

Transportation

Regular shipping services connecting Australian ports with Europe, Asia, Africa, the Americas, New Zealand and the Pacific Islands. Container and other specialized shipping services have been introduced. The major shipping company is the government-owned Australia National Line.

There are approximately 70 ports along Australia's coastline. In addition, all state capitals are situated on the coast and are readily accessible to ocean liners.

Interstate domestic air travel is provided by two airlines: Trans-Australia Airlines (TAA), which is government owned, and Ansett Airlines of Australia which is privately owned. In addition there are several regional carriers. Air service between Australia and other countries is provided by government-owned Qantas Airways Limited and several other world air carriers. From Canada, CP Air flies to Australia via Honolulu Wednesday and Friday of each week.

Ground transportation is relatively well-developed with more than 845,000 km of roads and 40,750 km of railway lines. An east-west mainline standard gauge railway spans the southern portion of the continent and privately-owned and state-owned railway lines carry ore from major mining developments to coastal ports.

Principal Australian cities are linked by government-owned railways and highways. One of the most highly motorized countries in the world, Australia has more than 380 vehicles per 1,000 people.

Weights and Measures

Australia has converted to the metric (SI) system of weights and measures.

Amendments to weights and measures legislation in some states have already been made to permit only metric marking of packaged goods and packing of certain staple commodities in prescribed metric quantities. The federal government has revised the Customs tariff to provide for the description of all goods in metric terms for Customs purposes. Since July 1, 1973, port authorities throughout Australia require all weights and measurements on shipping documents to be shown in metric terms.

Electricity

The standard electricity supply is 240 volts, single-phase, 50 cycles AC and 415 volts, three-phase, 50 cycles AC.

Public Holidays

Principal public holidays observed throughout Australia (unless otherwise noted) in 1983 include:

New Year — *January 1*

Additional holiday (*in lieu of January 1*) — *January 3*

Labour Day

(*Tasmania and Western Australia*) — *March 7*

Labour Day (*Victoria*) — *March 14*

Good Friday — *April 1*

Easter Monday — *April 4*

Anzac Day — *April 25*

Labour Day

(*Queensland & Northern Territory*) — *May 2*

Adelaide Cup Day (*South Australia*) — *May 16*

State Foundation Day (*Western Australia*) — *June 6*

Queen's Birthday (*all states except W.A.*) — *June 13*

Bank Holiday (*N.S.W.*) — *August 1*

Melbourne Show Day

(*Melbourne only*) — *September 22*

Royal Show Day (*Perth only*) — *September 28*

Labour Day (*N.S.W. and A.C.T.*) — *October 3*

Queen's Birthday (*Western Australia*) — *October 3*

Labour Day (*South Australia*) — *October 10*

Melbourne Cup Day (*Melbourne only*) — *November 1*

Christmas Day — *December 25*

Boxing Day — *December 26*

Additional holiday

(*in lieu of December 25*) — *December 27*

Principal Religions

All principal religions are represented, but the Church of England (Anglican) has the largest following. Other leading denominations include Roman Catholic, Methodist, Presbyterian and Uniting (United).

Government System

The Commonwealth of Australia is an independent, self-governing federation of six states: New South Wales, Victoria, Queensland, South Australia, Western

Australia, Tasmania. It also has a Northern Territory and an Australian Capital Territory (A.C.T.).

The Commonwealth Constitution is largely based on the forms of government of Britain and the United States and provides for a House of Representatives, a Senate and a completely independent judiciary. The Commonwealth Government at Canberra has power to legislate on such national matters as defence, immigration, social services, financial institutions and overseas trade (exchange controls, foreign investment and export controls). In addition, each state has its own government whose legislative powers are confined principally to matters affecting that state.

The federal Parliament is composed of a 60-member Senate and 125-member House of Representatives. Generally, the leader of the majority party in the House of Representatives holds the office of prime minister and heads a cabinet of ministers selected from parliamentary representatives of his party. The three main Australian political parties are: the Liberal Party, the National Country Party and the Australian Labour Party. The current Labour government, elected on March 5, 1983 is led by Robert Hawke. Currently, the Labour Party holds office in four of the six states (Western Australia, Victoria, South Australia and New South Wales).

II. *ECONOMY AND FOREIGN TRADE*

General

Australia retains its position as one of the world's more affluent countries with per capita income comparable to that of Northwestern Europe. Traditionally, agriculture has been the base of the country's economy. However, after World War II, the industrial sector expanded rapidly; sophisticated and diverse manufacturing industries developed, particularly the heavier industries such as steel, metals and machinery, chemicals and consumer durables. Massive mineral discoveries have further broadened the economic base.

Australia's GDP in 1980-81 was A\$131 billion. Current account (trade) deficit in 1980-81 is estimated at A\$3.2 billion, nearly offset by net capital inflow of A\$3.0 billion. GDP growth of 3.1 per cent in fiscal year 1981-82 is significantly lower than performance in the previous two years, and current indications are that fiscal year 1982-83 growth performance will be slightly negative to zero.

Through the mid to late 1980s, Australia's economy will be reasonably healthy, although it is unlikely that past growth rates will be achieved for some years to come. When the economies of Australia's major trading partners improve with an associated improvement in real commodity prices, the fundamental resource and energy strengths of Australia will make substantial contributions to domestic income and consumer expenditure levels.

Agriculture

While the agricultural sector no longer dominates Australia's economy it still accounts for significant (though declining) shares of the gross national product and total export income. Approximately 65 per cent of the total land area is composed of rural holdings, but only a small proportion is suitable for crop-

ping. Consequently, the majority of these holdings is used for rough grazing only. The threat of drought is a continuing concern for Australian agriculture.

Principal crops are wheat and sugarcane. Other crops produced in abundant quantities include oats, barley, maize, sorghum, rice, tobacco and cotton. A wide variety of fruit and vegetables is also grown, and a large proportion of Australia's peaches, pears, apricots and pineapples is canned for domestic and overseas consumption. Grapes are used in the production of raisins and wine.

Australia has one of the world's largest livestock industries and is the world's leading supplier of wool, accounting for about half of world wool exports. The sheep industry also produces large quantities of mutton and lamb.

Beef cattle farming is also an important industry. Production of beef and veal has increased substantially in recent years and meat has surpassed wool as Australia's most valuable agricultural commodity.

Another leading agricultural industry is dairy farming. Significant stocks of milk products, including whole milk, butter, cheese, milk powder and edible casein are produced both for domestic consumption and export.

Major agricultural products are marketed by Australia's Wool Corporation, Wheat Board, Dairy Produce Board, Canned Fruits Board, Apple and Pear Board, Dried Fruits Control Board, Egg Board, Honey Board and Wine Board.

Forestry

Australia has about 43 million hectares (more than 100 million acres) of forest, most of which includes various species of eucalyptus. About half the total forest area is being worked to produce lumber, plywood, pulpwood and other forest products including newsprint, fine writing paper, printing and wrapping paper.

Almost half of the country's forest resources are hardwood, although plantation radiata pine is being developed for local lumber and pulp wood markets. The domestic supply of coniferous timber remains deficient, resulting in imports of softwoods. Australia's

forest product exports are relatively modest; however, a product with promising export potential is eucalyptus wood chips for pulp and paper manufacturing.

Minerals

Minerals play a key role in the economy. The country has rich deposits of coal, iron ore, lead, zinc, copper, uranium, bauxite, silver, nickel, manganese, mineral sands, crude oil and natural gas. In addition, while Australia is no longer regarded as a primary source of gold (at one time it was responsible for 40 per cent of world production), it continues to rank among the leading gold producers. The main mineral deficiencies are limited to natural sulphur, asbestos, potash and gem diamonds. Recent diamond discoveries in Western Australia may change Australia from a net importer into a significant exporter of diamonds. Also, natural gas products (LNG and LPG) are forecast to become important export commodities within the decade.

Large-scale investment in mineral projects since the mid-sixties has added an important new dimension to the economy. The two most important Australian minerals are coal and iron ore. Most iron ore is from the Pilbara region of Western Australia and is the second largest single export mineral after coal. Coal, which is used as fuel for power stations and in the production of coke for the domestic and steel industries, has played a significant role in the country's industrial development. Currently, metal and mineral exports account for more than 28 per cent of export earnings.

Australia is estimated to have more than one-third of the world's bauxite reserves. Discoveries of large deposits have resulted in the establishment of an integrated aluminum industry with facilities for the mining of bauxite ore, production of alumina and aluminum smelting and some fabricating.

Discoveries of commercial quantities of nickel in Western Australia have led to the establishment of a nickel mining and refining industry and substantial amounts of nickel are exported. Australia is also a major world supplier of lead, zinc and silver.

Australia is approximately 67 per cent self-sufficient in crude and has a surplus of gas (although regional

deficiencies exist). Most crude comes from the ESSO/BHP operations in Bass Strait while the main gas producing areas are Bass Strait and the Cooper Basin in South Australia. The A\$11.0 billion North West Shelf natural gas project offshore from Western Australia is planned to be onstream in the 1985-87 period. Encouraged by the Commonwealth government's policy of pricing new crude relative to world parity, new oil reserves are being found in Bass Strait, Cooper Basin and other areas. Exploration reached unprecedented levels in 1982 and although diminished in 1983 is still high by Australian standards. Canadian explorers and equipment/service companies are actively participating.

Australia has significant uranium deposits accounting for 16 per cent of the western world's low-cost reserves. Two uranium mining projects are operating with six others being developed or are planned for development. While political and market difficulties will place some limitations on further investments, uranium mining has significant potential in the medium term.

Manufacturing

Australia's secondary industry expanded significantly during the past few decades. Growth in the manufacturing sector has been encouraged to a considerable degree by government tariff and industry support policies. Manufacturing accounts for about 26 per cent of Gross Domestic Product.

The steel industry is an important base for Australian manufacturing and has given rise to a significant motor vehicle industry. Subsidiaries of major Japanese, American and British automakers have developed assembly and manufacturing plants to supply the Australian market with automobiles, automotive parts and components. Canadian on-road and off-road automotive parts have also found their way into the automotive market.

Australia has some heavy engineering industries that manufacture some of the machinery required in such industries as mining, mineral processing and fabricating, petroleum, chemicals and transportation (road, rail, air and sea).

The chemicals industry experienced considerable growth in the past decade. From primary materials such as coal, sugar, limestone, oil, natural gas, sulphur and salt, the industry produces basic chemicals such as ammonia, chlorine, ethyl alcohol, ethylene, methanol, phenol, soda ash and sulphuric acid. From these and other chemicals a range of products are manufactured including dyestuffs, explosives, fertilizers, pharmaceuticals, cosmetics, plastics, insecticides and soaps.

The electrical and electronics industry produces many industrial and consumer items including transformers, electric motors, wires, cables, electrical control apparatus, refrigerators, radios, TVs and miscellaneous household appliances.

Food processing and textile and clothing industries employ about one-quarter of the manufacturing work force and account for about 25 per cent of the value of secondary production. The food processing industry is generally capable of meeting domestic demand as well as providing foodstuffs for export. The textile and clothing industries produce a wide assortment of woollen, cotton and man-made fibre items.

Although Australia will likely continue to manufacture a diverse range of products, it is becoming apparent that greater emphasis must be given to industries which are capital intensive, natural resource oriented, requiring high technology and a skilled labour force.

Australia's building industry is highly active, responding to demands for new housing, public works and commercial and industrial construction. Much of the construction is concentrated in housing. The government has a number of programs to aid individuals in building or purchasing homes (home ownership is an important priority with Australians).

Trade and Economic Policy

The Australian government has over a long period of time promoted import-substitution industries to conserve foreign exchange and provide employment. Development of domestic industry has been supported by import licensing (abolished in 1960) and high tariff protection, which insulated Australian

industries from foreign competition. These policies fostered the growth of manufacturing industries but also encouraged inefficient and uneconomical businesses. Recent stated policies reflect a desire to reduce tariff protection — in the interest of reducing costs — from inefficient, high-cost industries, while concentrating support in lower-cost industries. At the same time, efforts are being made to encourage Australian industry to compete in international markets. Australia had attempted to invoke wide acceptance of reductions in tariff protection at the recent GATT ministerial sessions in Geneva. However, in light of the limited support received for Australia's position, domestic tariff reduction policies appear to be in limbo, partly due also to the current recession.

Foreign Trade

International trade accounts for about 30 per cent of Australia's Gross Domestic Product. Japan, other Pacific Rim countries and Europe have assumed predominant roles as Australia's major trading partners, replacing Australia's traditional trading relationship with Britain. Japan, for example, now accounts for about 27 per cent of Australia's exports and 29 per cent of imports. The EEC and USA account for 20 per cent and 22 per cent respectively of Australia's imports. On a composition of trade basis, agriculture product exports constitute 34 per cent of total export values and minerals 28 per cent; the share of agriculture exports has decreased from 1976-77 while the minerals share has increased over the same period. Imports are comprised largely of oil, manufactured goods, machinery and transport equipment.

OVERSEAS TRADE	1978-79 \$M	1979-80 \$M	1980-81 \$M	1981-82 \$M
Total Australian Exports	14,242	18,870	19,177	19,582
Total Australian Imports	<u>13,752</u>	<u>16,218</u>	<u>18,965</u>	23,013
Trade balance	+ 490	+ 2,652	+ 212	- 3,431

AUSTRALIAN EXPORTS BY PRINCIPAL COUNTRIES OF DESTINATION, 1981-82

	\$A Million	Per cent
Japan	5,351	27.3
United States	2,154	11.0
New Zealand	1,038	5.3
United Kingdom	726	3.7
Federal Republic of Germany	465	2.4
Italy	393	2.0
France	400	2.0
Canada	367	1.9
U.S.S.R.	66	0.3

AUSTRALIAN IMPORTS BY PRINCIPAL COUNTRIES OF ORIGIN, 1981-82

	\$A Million	Per cent
United States	5,162	22.4
Japan	4,450	19.3
United Kingdom	1,623	7.0
Federal Republic of Germany	1,311	5.7
Saudi Arabia	1,193	5.2
New Zealand	715	3.1
Canada	567	2.5
Italy	500	2.2
Hong Kong	498	2.2

Meat, dairy products, cereal, fruit, sugar, honey and wool are the staple agricultural commodities exported, while the mineral product sector supplies ferrous and non-ferrous metals and ores, coal and chemicals, concentrates and mineral sands.

Manufactured goods exports such as machinery and transportation equipment are increasingly important to Australia's economic performance. In 1980-81, this sector represented approximately 6 per cent of total exports.

Petroleum products, chemicals, paper, textiles, non-ferrous metals, electrical machinery and transportation equipment are vital import items.

Tables outlining Australian exports and imports by main commodity groups are listed in Appendix I.

III. CANADA-AUSTRALIA TRADE

Trade Framework

The formal trading relationship between Canada and Australia is governed, multilaterally, by mutual membership in the GATT and, bilaterally, by the Canada-Australia Trade Agreement (CATA) of 1960. The Trade Agreement, which provides for the exchange of preferences on a large number of items, has played a major role in developing Canadian exports to Australia, particularly by enhancing the competitiveness of Canadian manufactured products.

The Australian government has recently completed a tariff simplification exercise. Canada has been successful in preserving the Canadian preference margin on many products under tariff simplification based on provisions of the CATA. While the eventual effect of this revision is, as yet, unclear, it is worth noting that the Australian government's commitment to a general tariff reduction is, at present, being counterbalanced by a recession-fueled public demand for protectionist policies.

It is also worth noting that while the tariff preferences afforded Canada under the CATA have historically been highly beneficial to Canadian exporters in terms of competing with other industrialized countries, Australian officials are currently faced with substantial pressures to reduce and eliminate many preference margins. The benefits of the CATA have worked well for Canadian manufactured goods exporters but not so well with Australian manufactured trade to Canada.

Trade Development

Commercial exchanges with Australia date from the early years of Confederation. The first trade commissioner appointed by the Canadian government was in Sydney in 1895. Canada-Australia trade in 1980-81 totalled a record of A\$1.3 billion (exports A\$777

million, imports A\$496 million). This level represented a four-fold increase over two-way trade in 1970 (A\$344 million).

In 1982 leading individual exports to Australia included motor vehicles and parts (\$58 million), lumber (\$4 million) and sulphur (\$58 million).

Sales of manufactured products have traditionally represented a large segment of our total exports to Australia — more than one-third (\$274 million) in 1982. Major manufactured goods exports include motor vehicles and parts (\$58 million), drilling machinery (\$39 million) and tractors (\$20 million). Australia usually stands only behind the United States, U.K. and Venezuela as a market for Canadian finished goods.

Agricultural products and minerals account for about three quarters of total Australian shipments to Canada. Leading individual import items in 1982 were sugar (\$112 million), metal ores/concentrates (\$109 million), meat (63 million), and alumina (\$62 million).

Canada now supplies about 2.5 per cent of the total Australian import market. (There are very few markets for which we supply more than one per cent of the total import requirement). However, our share of the Australian market has declined in relative terms (4.0 per cent in 1970).

(Detailed bilateral trade figures may be found in Appendix II.)

IV. MARKET OPPORTUNITIES IN AUSTRALIA

Trade Prospects

With a per capita income at more than four-fifths the Canadian level, the potential for further growth and diversification of Canadian exports to Australia is attractive. Although steady progress has been made during the post war period in the development of an industrial sector in Australia, it is considered unlikely that local production will be in a position to supply the industrial and consumer needs projected for the economy over the next 10 years. There will be few other countries able to offer, on a per capita basis, the range of opportunities for Canadian exporters during the next decade.

Major import requirements centre around capital investment projects listed by developers as at "committed" or "final feasibility stages," the aggregated estimate of the remaining cost of which is placed at A\$32 billion. Specific projects have been identified in the following sectors:

	(A\$ million)
Coal	11.59
Oil and gas	9.32
Chemicals, petroleum and coal products	1.93
Uranium	1.24
Iron ore	0.78
Transport equipment	0.61
Base metals	0.55
Forest industries	0.01

Prospects exist for the following products areas:

Machinery: metal fasteners, specialized pipe fittings, drilling machinery, tube and pipe drill bits, select materials handling and minerals processing equipment, tree harvesters, loaders and skidders, saw-mill equipment, broadacre agricultural machinery, aftermarket automotive parts and accessories.

Electrical and electronic: select thermal generating equipment, cables, switchgear, motors, process control equipment, telecommunications, videotex and satellite communications equipment. Future prospects for cable television equipment.

Food: canned and frozen fish, high quality specialty food lines.

Consumer goods: home renovation and decorative items. e.g. shakes, shingles, spindles, cedar furniture, carpeting, quality soft furnishings, camping equipment, toys.

The commercial divisions of the Canadian consulates in Sydney, Melbourne and Perth are able to make an initial assessment of the Australian market for any product or service on behalf of Canadian companies.

V. *DOING BUSINESS IN AUSTRALIA*

Merchandising and Distribution

As a rule, it is better for your company to have a presence in the market but this is often not feasible. When marketing their products in Australia, experienced exporters rely extensively on local agents operating on a consignment commission or purchase-resell basis. Other distribution channels include:

- imports by merchant houses for resale
- direct imports by retailers (including department and chain stores)
- direct imports by manufacturers (these are generally raw materials, machinery and equipment to be used in industrial operations, or goods requiring further manufacturing)
- direct imports by governments, public utilities and similar bodies.

Canadian firms have more than 1,500 agencies (representatives) in Australia. Representatives and agents may be appointed without difficulty and, normally, agencies are subject to few requirements. A letter of agreement drawn by the Australian agency and the Canadian company and properly signed and witnessed is generally the only document required. It is normal practice for agents to request exclusive national representation and a large number of agents with headquarters in Sydney or Melbourne have offices in each state. Care should be taken to verify the quality of representation by the offices in other states, particularly Western Australia. No special legislation exists concerning the termination of agencies.

Although the agent network is firmly established in Australia, the practice of department and chain stores bypassing the wholesaler and importing directly, is widely recognized. Several of Australia's larger retailers maintain their own buying offices in Canada.

If a Canadian company decides to operate through an agent, the intermediary role of the agent must be fully respected and a conscientious effort should be made to keep the agent well informed and enthusiastic. The number of semi-dormant agencies and lack of trust situations between principal and agent is sad testimony to poor marketing practices.

Licensing arrangements, whereby Australian firms pay royalties for using Canadian designs and systems or joint ventures with Australian companies have not played a major role in Canadian-Australian trade. More serious attention might be given to these forms of co-operation as a means of consolidating a position in the market.

Advertising and Promotion

Although there are strong similarities between Canadians and Australians, advertising methods successful in Canada do not necessarily work in Australia. Consideration should be given to local tastes and customs. Potential advertisers should seek the advice and expertise of the resident Canadian trade commissioners and local advertising agencies. There are approximately 200 advertising agencies in Australia, and about half are members of the Australian Association of Advertising Agencies (national). These agencies offer a wide range of services including public relations and market research facilities.

Newspapers

Australia's national daily newspaper is *The Australian*, and several major dailies are published in the capital city of each state. In economic and business circles, *The Australian Financial Review* is widely circulated. There is also an assortment of professional trade publications and magazines.

Radio and Television

Australia has a wide network of national and commercial radio and television stations. National network programs have no advertising, but commercial stations derive their revenue mainly from this source.

Promotional methods such as illuminated signs, poster panels, trade exhibitions and fairs are also available. The Canadian Consulates General in Sydney, Melbourne and Perth can provide detailed information on the above-mentioned media.

Transportation Services to Australia

Ocean Services from Eastern Canadian Ports

Atlanttrafik Express, a container and general cargo line, calls monthly at Saint John, N.B. and Brisbane, Sydney, Adelaide and Fremantle. The line's agent in Montreal, Toronto and Vancouver is Barber Steamship Lines (Canada) Inc.

Columbus Line's container service sails every 20 days from Halifax to Sydney, Brisbane and Melbourne. Columbus Line (Canada) Ltd., has offices in Montreal and Toronto, while Warren Containership Agencies Ltd. represents Columbus in Halifax.

Pacific America Container Express sails (PACE) every 14 days from Saint John, N.B. to Melbourne, Sydney and Brisbane, PACE is represented by Associated Container Transportation (Canada) Ltd. in Montreal, Toronto, and Saint John, N.B. and by Pickford & Black Ltd. in Halifax.

Ocean Services from Canadian Pacific Coast Ports

Canadian Transport Company, a Canadian shipping line, offers a monthly general cargo and forest products service from Vancouver and other British Columbia ports to Sydney, Brisbane and Melbourne.

Columbus Line sails every 17 days from Vancouver to Sydney, Brisbane and Melbourne. Transpacific Transportation Co. represents this container service in Vancouver.

EAC offers a twice-monthly service from Vancouver to Fremantle. Accommodation for general cargo, bulk liquids and containers is available. Johnson, Walton Steamships Ltd. represents the line in Vancouver, with sailings every 17 days.

The Pacific Australia Direct Line (PAD) roll-on/roll-off service carries general cargo, bulk liquids and containers from New Westminster to Sydney, Melbourne, Adelaide and Brisbane. PAD is represented by Empire Stevedoring Co. Ltd.

Air Services from Canada to Australia

CP Air and Qantas operate direct scheduled air services three times a week between Canada and Australia via Honolulu and Fiji pursuant to the bilateral air agreement signed in 1964 and amended in 1974 and 1980. Daily connecting flights are also available through Los Angeles, San Francisco, London, Auckland, Kuala Lumpur and Papeete. In addition to CP Air and Qantas, other originating carriers are: Air Canada, American Airlines, British Airways and Western Airlines. The terminating carriers are: Air New Zealand, Trans-Australia Airlines, Malaysian Airline System, Pan American, Ansett Airlines and UTA.

Additional Information

The Transportation Services Branch of the Department of Regional Industrial Expansion can provide additional information on transportation services and freight rates, routing, packaging, documentation, freight forwarders and regulations, as well as provide assistance concerning individual transportation problems.

Banking

The Australian banking system is composed of the Reserve Bank of Australia (the Central Bank), trading banks and savings banks.

In general, the Reserve Bank's power and duties include management of note issue; regulation of bank lending and bank interest rates; operations in Australian government securities; acting as banker and financial agent of federal government securities, acting as banker and financial agent of the federal government; mobilization of foreign currency and administration of exchange control.

Major trading banks with a network of branches in almost all cities and towns throughout Australia, provide the usual banking facilities. Addresses of the Australian head offices are:

Principal Australian Trading Banks

Australia and New Zealand Banking Group Limited

55 Collins Street
Melbourne, Victoria 3000
P.O. Box 537E
Melbourne, 3001
Tel.: 658-2955
Telex: 30112 (Answerback:
ANZBANK)
Cable: ANZBANK
MELBOURNE

Westpac Banking Corporation

(merged Bank of NSW and
Commercial Bank
of Australia)
60 Martin Place
Sydney
New South Wales 2000
P.O. Box No. 1
Tel.: 233-0500
Telex: 22891
(Answerback: WBANK)
Cable: WBANK SYDNEY

Australian Bank Limited

400 Collins Street
Melbourne, Victoria 3000
P.O. Box 293,
Melbourne 3001
Tel.: 602-4600
Telex: 33278 (Answerback:
AUSBKM)

The National Commercial Banking Corporation of Australia Ltd.

(merged National and
Commercial Banking
Company)
500 Bourke Street
Melbourne, Victoria 3000
Tel: 605-3500
Telex: 30241 (Answerback:
NATAUS)
Cable: NATAUS
MELBOURNE

**Commonwealth Banking
Group**

Corner Pitt Street and
Martin Place
Sydney
New South Wales 2000
GPO Box 2719
Sydney 2001
Tel.: 238-3155
Telex: 20345/20267/24514
(Answerback: COMBANK)
Cable: COMBANCOR
SYDNEY

Australian Bank Limited

17 O'Connell Street
Sydney
New South Wales 2000
GPO Box 517
Sydney 2001
Tel.: 264-8000
Telex: 72253 (Answerback:
AUSBKS)

Canadian Chartered Bank Offices in Australia

Royal Bank of Canada

151 Macquarie Street
Sydney
New South Wales 2000

Royal Bank of Canada

360 Collins Street
Melbourne
Victoria 3000

Bank of Montreal

167 Macquarie Street
Sydney
New South Wales 2000

Canadian Imperial Bank of Commerce

A.M.P. Centre
50 Bridge Street
Sydney
New South Wales 2000

Bank of Nova Scotia

A.M.P. Centre
50 Bridge Street
Sydney
New South Wales 2000

Toronto-Dominion Bank

Suite 3401
60 Margaret Street
Sydney
New South Wales 2000

Patents and Trademarks

Manufacturers and traders are advised to patent their inventions and register their trademarks in Australia. It is desirable that applications should be made through a patent or trademark agent in Canada or Australia. Australia subscribes to the International Convention for the Protection of Industrial Property.

Application for a patent is made to the Commissioner of Patents in accordance with recognized international practice. If granted, the patent has a term of 16 years.

However, if the patent has not been "worked" after three years from date of sealing of the patent, it would become open to compulsory licence.

Trademarks are registered for seven years from the date of application and the registration may be renewed for a subsequent period of 14 years.

Direct Investment

High freight rates, tariff walls and mounting Asian competition make it difficult for some Canadian export products to compete in Australia. In response to this situation a number of Canadian firms have established manufacturing facilities in Australia that not only supply the local market, but also export. Other firms have found it more efficient to set up a branch or subsidiary operation rather than export, particularly in fields where it seemed certain that someone in Australia would be capable of domestic production in the near future. In such cases, the favoured Canadian method of entering the market to manufacture locally has been through joint ventures with considerable Australian equity.

The Australian government encourages foreign investment to stimulate economic development but at the same time there is a policy of selectivity. A Foreign Investment Review Board operates under criteria similar to Canada's Foreign Investment Review Agency. Businessmen should seek expert advice when considering an investment. The Canadian consulates general in Australia can suggest appropriate contacts.

VI. CUSTOMS AND EXCHANGE REGULATIONS

Currency and Exchange Rates

Australia has a decimal currency divided as follows:

Notes: 1, 2, 5, 10, 20 and 50 dollars

Coins: 1, 2, 5, 10, 20 and 50 cents

Businessmen should consult their bank for the current rate of exchange.

General Considerations

Tariff

The Customs Tariff of Australia is based on the Customs Co-operation Council Nomenclature (CCCN), formerly known as the Brussels Tariff Nomenclature (BTN).

It is a two-column tariff with provisions for general rates and special rates. Preferential rates exist for qualifying products of Canada, New Zealand and Papua New Guinea.

Provisions are also made for reduced rates on a number of products of the Developing Countries. Goods of other origin are subject to general duty rates.

Duty rates are for the most part of the ad valorem variety, although a few specific rates still exist based on a unit of quantity.

In addition to the regular import duties, a Primage (revenue) duty also is applied to a number of items. Primage is levied on the same basis as the import duty.

Canadian exports, to be granted preferential tariff rates must satisfy certain conditions as well as qualifying as Category A or B or C goods, described below.

Each of the following conditions must be satisfied:

- 1) The goods must be shipped direct from Canada to Australia which must be their intended destination when they leave Canada.
- 2) The goods must be produced or manufactured in Canada.
- 3) If the goods are manufactured, the process last performed in their manufacture must have been performed in Canada.

Provided all of the above conditions are met and the goods qualify under Category A or B or C, they are accorded the preferential tariff rate.

Category A goods are those which are either unmanufactured raw products of Canada, or goods wholly manufactured in Canada from materials of one or more of the following classes:

- (i) unmanufactured raw products or produce, regardless of origin;
- (ii) materials wholly manufactured in Canada and/or Australia;
- (iii) imported (i.e., neither Canadian nor Australian) materials that have been determined by the Australian minister as being "manufactured raw materials." Appendix A in the booklet "Facts about Preference for Exports to Australia from Canada" issued by the Australian Department of Business and Consumer Affairs, lists materials which have been so determined. The determination is granted once the Australian minister is satisfied that the material is unavailable from Canadian or Australian production or manufacture.

An exporter wishing to use an imported manufactured material which has not been determined but which is not available from Canada or Australia, should submit an application for ministerial determination to Revenue Canada, Customs and Excise, Ottawa. Further details on the procedure to be used in making this application are shown below under "Ministerial Determination."

Two additional points regarding ministerial determination: first, there is no limit on the number of determined manufactured raw materials that may be included in the finished product export to Australia. Second,

this ministerial determination applies only to Category A goods, i.e. the determination may be used only if its application results in the product exported qualifying as “wholly manufactured in Canada.” Australian Customs’ interpretation of “wholly manufactured in Canada” means that at least 97 per cent of the factory cost of the goods must be in Canadian labour and factory overheads plus goods which meet the requirements of one or more of sub-paragraphs (i), (ii), or (iii) of Category A shown above.

Category B goods are those which have at least 75 per cent of their factory cost represented by the value of labour and/or materials of Canada or of Canada and Australia. It should be noted in this context that the entire value of all imported materials (i.e. materials which are not Canadian or Australian) is excluded from Canadian/Australian content. For example: a Canadian raw product may be shipped to a third country where it is processed into an intermediate product which is then shipped back to Canada, and incorporated in the final product for export to Australia; the raw product in this example loses its Canadian identity and thus the full value of the intermediate product is considered as imported by Australian Customs authorities.

Category C goods are of a class or kind not commercially manufactured in Australia (as listed in Appendix II of the “Facts” booklet referred to above) and which have at least 25 per cent of their factory cost represented by the value of labour and/or materials of Canada, or of Canada and Australia.

If the goods are of a class or kind not commercially manufactured in Australia (as listed in Appendix I of the “Facts” booklet) and have at least 50 per cent of their factory cost represented by the value of labour and/or materials of Canada, or of Canada and Australia, they also qualify for Category C.

Unmanufactured Raw Products

Unmanufactured raw products are natural and primary products that have not been subjected to industrial processes, other than an ordinary process of primary production.

Ministerial Determination

To apply for a ministerial determination on a manufactured raw material you should first obtain a statement for Customs and Excise, Revenue Canada, to the effect that the material is of a class or kind not made in Canada. You would then provide details of the factory cost breakdown of the end product showing each component's cost and origin. These details are required for demonstrating that the final product is wholly manufactured in Canada. All of this information is to be provided to Australian Customs authorities, either at their New York office or directly to Customs in Canberra, Australia.

Tariff Concession System

To supplement the normal tariff, Australia operates a "Tariff Concession System" by which provision is made for the virtual duty-free entry of goods for which a "suitable equivalent" is not reasonably available from domestic production. Application for entry under this Tariff Concession System should be made by an Australian resident.

Value for Duty

The present system of determining customs value of imported goods for duty assessment purposes is based on the GATT agreement on customs valuation. It was introduced in Australia November 30, 1981 replacing the previous Brussels definition of value (BDV) system. An agreement emerged from Multilateral Trade Negotiations (MTN) which were concluded in 1979. It provides that primary basis for customs value is the transaction value i.e. price actually paid or payable if a number of conditions are met. Where conditions are not met, alternative methods for determining customs value are specified. As with the BDV, the present system is applied on an FOB basis.

Sales Tax

Sales tax is applied to certain goods, imported as well as domestic, at various rates: 7.5 per cent, 20 per cent and 32.5 per cent; 20 per cent has the largest coverage. A wide range of goods such as foodstuffs,

clothing, building materials, drugs and medicines, and agricultural and industrial equipment is exempt from sales tax. Taxable value for goods imported for use or retail sale by importer is duty-paid price (value for duty, plus duty) increased by 20 per cent.

Exchange Control

Importers may purchase foreign exchange for normal payments for imports.

Import Licensing

Most goods may be imported into Australia without an import licence. However there are some goods for which licences are needed.

Other Import Regulations

There are many regulations controlling the quality, safety and purity of a wide variety of goods including foodstuffs, drugs and garments. It should be noted that frequently there are differences between federal and state legislation and also between the states themselves in such matters.

Imports of firearms, narcotics, undesirable publications and articles considered harmful to public health are either prohibited or subject to stringent controls. Other types of goods such as motor vehicles, electrical equipment, boilers and pressure vessels are required to conform to Australian safety regulations.

When goods are shipped in wooden containers, a special certificate must accompany the invoice certifying that the lumber has been heat-treated or fumigated immediately before shipment to meet Australian quarantine requirements.

When exporting plants, plant products, animals or animal products to foreign markets, it is often necessary to have a health certificate issued by Agriculture Canada accompany the goods. If you are planning to ship such products to Australia, it is mandatory that you contact the Health of Animals Branch (animal and animal products), or the Plant Protection Division (plants and plant products) of Agriculture Canada in Ottawa or the Department of Regional and Industrial Expansion office in your vicinity, to determine the conditions that must be met.

Marking of Goods

Australian Customs regulations require many goods, including foodstuffs, textile products, jewellery, china, porcelain and earthenware, toys, floor tiles and footwear to be marked with, among other things, the country of origin.

Under the Metric Conversion legislation, packaged goods with a few minor exceptions may be marked in either the:

- (a) metric system, or
- (b) metric and Imperial systems, (i.e. dual marking)

Samples

Australia is a signatory to the Customs Convention on the ATA Carnet for the Temporary Admission of goods. The Carnet system greatly facilitates the movement of commercial samples, professional equipment and related material.

For information regarding the use of the Carnet, you should contact the issuing authority, the Canadian Chamber of Commerce, 848-99 Bank Street, Ottawa, Ontario, K1P 6C1.

Documentation

Invoice

While no special form is now prescribed, Australian Customs authorities will continue to accept the old Commonwealth form of invoice.

Completion of the "Current Domestic Value" column is no longer required. If so desired you may use your company's commercial invoice provided that all required information is included.

The actual number of copies of the invoice is determined by agreement between the exporter and the importer. Only the signed original is required for Customs clearance. The importer may, however, require additional copies for his own use.

Chamber of Commerce certification is not required.

The invoice should contain the basic information required by Australian Customs for valuation purposes, i.e.:

- names and addresses of the buyer and seller;
- full description of the goods in ordinary commercial terms;
- country of origin of the goods;
- number of packages, together with marks and numbers of each package;
- name of the ship (or airline) in which the goods are to arrive in Australia;
- quantity and unit of quantity;
- gross and net weights;
- order number and date of order;
- selling price to the buyer;
- cost of labour incurred in packing the goods;
- costs involved in the carriage of the goods from the point of sale to the nearest possible point of export from Canada (not necessarily the actual point of export);
- value of the outside packages;
- amount of royalties (if any) paid or payable in respect of the goods; and
- a certificate of value.

Certificate of Origin

The Australian Customs officials require a certificate of origin of the imported goods if a preferential rate of duty is claimed. In addition, against each of the goods for which entry is claimed at preferential tariff rates the category letters A, B, or C are inserted to indicate in which section the goods qualify.

Bill of Lading

- Required on all freight shipments. There are no regulations specifying the form or number of bills of lading required.
- “To Order” — bills of lading are accorded full protection under Australian law.
- Customarily shows name of shipper, name and address of consignee, port of destination, description of goods, listing of freight and other charges.
- Information on bills of lading should correspond with that shown on invoices and packages.

Packing List

While not obligatory, a packing list facilitates customs clearance.

Note: It is essential that bills of lading, invoices and other shipping documents be dispatched promptly to ensure receipt in Australia in advance of the merchandise.

Price Quotations

Price quotations should preferably be given on a c.i.f. (cost, insurance and freight) basis in Australian currency, but f.o.b. (free on board) prices must also be stated for import duty purposes. Quotations in U.S. or Canadian dollars are usually acceptable.

Methods of Payment

Payment performance of the majority of established Australian importers is good. The financial status of Australian firms can be checked through your bank or the Canadian High Commission in Canberra and Canadian consulates general in Sydney, Melbourne and Perth. If commercial credit reports are requested, the costs will be recovered from you. Terms of payment vary but are usually sight draft against documents. A variety of credit terms is used by experienced exporters depending on arrangements with their agents.

Debt Collection

As protection against a bad debt, export shipments should be preceded by a credit investigation of the foreign buyer. There are several well-established debt-collecting and credit enquiry agencies in each Australian state capital city. Before turning to a collection agency, however, the Canadian exporter should seek advice from his agent, his bank and the appropriate Canadian consulate general.

Insurance

Serious consideration should be given to using the services of the Export Development Corporation (EDC) for trade with Australia. EDC is a federally owned commercial enterprise that offers financial guarantees and other services.

VII. CANADIAN GOVERNMENT SERVICES AVAILABLE TO EXPORTERS

Export Development Corporation

Of vital importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown Corporation that reports to Parliament through the Minister for International Trade. Its purpose is to encourage, facilitate and develop Canadian export trade by providing export and credit insurance and guarantees, export financing and other assistance to enable exporters to meet international competition.

The main functions of EDC are:

1. to insure the Canadian exporter against non-payment due to credit or political risks beyond the control of either the exporter or the buyer when export sales are made on normal credit terms. Almost all export transactions are insurable, not only those involving goods or technical services but also those involving invisible exports such as managerial services, advertising programs and the licensing or sale of patents, trademarks or copyrights;
2. to issue appropriate guarantees to chartered banks or to any person providing non-recourse supplier financing in respect of an export sale. Guarantees may also be issued in connection with a loan made to a foreign buyer for the purchase of Canadian goods and services;
3. to finance foreign buyers of Canadian capital goods and related services when extended credit terms are necessary and are not available from commercial lenders. Major engineering and other technical services (but not feasibility

studies) may be financed, even when such sales are not related to the export of goods;

4. to insure Canadian investments abroad against non-commercial risks such as loss through confiscation, expropriation, war or revolution or the inability to repatriate capital or earnings.

EDC has its head office in Ottawa (mailing address: P.O. Box 655, Ottawa, Ontario K1P 5T9). Regional offices are maintained in Montreal, Toronto and Vancouver, and a representative in Halifax. EDC is also represented by regional offices of the Department of Regional Industrial Expansion in St. John's, Charlottetown, Fredericton, Winnipeg, Regina and Edmonton.

Program for Export Market Development

The Program for Export Market Development (PEMD) is designed to assist individual firms in their particular marketing endeavours. Briefly, financial assistance is provided to cover:

- precontractual and bidding costs for specific capital projects
- travel and related costs in market identification and market adjustment
- costs of individual participation in foreign trade fairs
- specified costs of bringing foreign buyers to Canada.

Applications should be submitted to regional offices of the Department of Regional Industrial Expansion in the province in which the applicant firm is registered (see listing in "Useful Addresses").

Trade Fairs and Missions

In order to further stimulate Canadian exporters in developing business in foreign markets, the Bureau of Trade Development — Asia and Pacific of the Department of External Affairs, Ottawa, administers the following trade promotion programs:

- participation in trade fairs abroad,
- trade missions to and from Canada,
- in-store promotions and point-of-sale displays.

For further information, write to:

Deputy Director
Fairs and Missions
Trade Development Division
Asia and Pacific Bureau
Department of External Affairs
Ottawa, Ontario
K1A 0G2

Publicity

Canada Commerce, published monthly in English, and *Commerce Canada*, the French edition, contain articles and reports on export opportunities: federal government services to industry; international market conditions and terms of access; industrial developments; and joint industry-government efficiency studies. Both are available without charge to Canadian manufacturers by writing to:

Canada Commerce
Business Information Centre (ABUS)
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario K1A 0H5

CanadExport, a new fortnightly foreign trade newsletter, contains export tips and trade related information, and information on the range of government programs available to Canada exporters. It can be obtained free of charge by writing to:

CanadExport (SCS)
Department of External Affairs
Ottawa, Ontario K1A 0G2

or calling:

The Trade Information Centre (toll free 1-800-267-8376).

Statistics

Statistics on exports and imports are natural starting points for research into foreign markets. This information is now available from the:

Policy Development Secretariat (CPD)
Department of External Affairs
Ottawa, Ontario K1A 0G2

Tel.: (613) 995-3711

A small fee is charged.

Information in the Data Bank is based on data received from the Statistical Office of the United Nations. It includes export and import data for 66 trading countries, as well as groupings such as the European Economic Community.

Provincial Governments

Each provincial government has a department able to give guidance on business development, including trade.

VIII. YOUR BUSINESS VISIT TO AUSTRALIA

Advise and Consult the Trade Commissioner

When planning a trip to Australia advise the Canadian consulates general in Sydney, Melbourne and Perth well in advance of your departure. Inform them of the purpose of your visit, arrival time and include several copies of product brochures. List also any contacts you may have already established with Australian businessmen.

Your itinerary should definitely include Sydney and Melbourne, the two largest cities and the principal financial and industrial centres as well as possibly Perth. Depending on your marketing interests, visits to the other capital cities, Brisbane and Adelaide could be worthwhile. Canberra, unlike state capitals, is not a commercial centre and has no manufacturing industry. Its activities are centred principally on federal government administration.

Also, you should not forget that Australia is a large country, comparable in size to Canada. Travel between major cities takes time.

Hotels

Leading modern hotels in the capital cities offer high standards of comfort. In addition, there are numerous modern motels in the cities and throughout the states that provide comfortable accommodation with private bath or shower facilities. Reservations, which should be made well in advance, can be arranged easily by your travel agent in Canada.

Tipping

Tipping varies in the different states. It is not expected but modest amounts are sometimes given to

porters, taxi drivers and attendants. In restaurants, while tips are not generally expected, an amount of five or up to 10 per cent of the bill is reasonable if you are satisfied with the food and service.

Documents

A visa is required by all Canadian passport holders visiting Australia. Visitors require a valid International Certificate of Vaccination against smallpox and yellow fever only if they pass through an area where these diseases are known to exist.

Currency Regulations

There is no limit to the amount of traveller's cheques or currency, either Australian or foreign, which may be taken into Australia.

Visitors staying longer than six months must have special authority from the Reserve Bank of Australia to take out more than \$A100 in Australian bank notes including \$A4 in coins, or more than \$A250 in foreign currency notes.

Customs Formalities

Personal effects and articles for personal use such as radio, camera or typewriter, are admitted free of duty. In addition a visitor may import duty free 200 cigarettes or 250 grams of cigars or tobacco and one litre of liquor.

When to Go

Apart from some consumer lines, there is no particular buying season in Australia. However it is recommended that the summer months of December and January be avoided since this is the holiday season and many Australian businessmen are vacationing. Many Canadian businessmen visit Australia during the Northern Hemisphere's winter, but those who travel during the Canadian summer find they receive better attention from their agents and customers.

How to Get There

CP Air and Qantas operate flights from Vancouver, while CP has direct service from Toronto. A number of other airlines offer frequent service from the west coast of the United States and from Honolulu.

Visitors should not overlook the fact that air travel time from Eastern Canada to Sydney is approximately 23 hours. To avoid travel fatigue, travellers should try to break their trip with stopovers in, for example, Honolulu or Fiji, or alternatively, allow 24 hours after arrival before commencing any serious business negotiations. Travellers should consider using Perth as a port of entry or exit rather than crossing the continent twice.

Internal Travel

Domestic airlines in Australia provide excellent service and frequent flight connections between the major cities and to Papua New Guinea.

Because of the great distances involved, business visitors generally prefer to travel interstate by air although train service between east coast capital cities is generally comfortable and frequent.

Taxi service is good and inexpensive by Canadian standards. Private cars, hire and “drive-yourself” services are also available but the latter may prove somewhat hazardous to Canadians unaccustomed to driving on the left side of the road.

Clothing

Lightweight clothes may be worn year round in the tropical regions and from October through April in the southern regions. During the Australian winter in the south, sweaters and light-weight topcoats are usually needed.

Dress in Australia is generally informal, although jackets and ties may be required in the dining rooms and lounge bars of first-class hotels and some restaurants.

Dining and Entertainment

Australian cities are essentially cosmopolitan. This is evident in their restaurants, which offer all the favoured cuisines of Europe, Asia and the Americas. In many hotels meals are served only at specific times. Imported wines are expensive, but Australian wines are excellent and comparatively inexpensive.

Ample facilities are available for those who are sports-minded. Golf can be played year round and public courses are open to all. Tennis can also be played on public and private courts that can be rented at low cost by the hour, or half or full day. Other sports that are economical and easily accessible include fishing, skiing, diving, surfing and sailing.

Cultural performances such as concerts, ballet, operas and plays are available in the large cities.

Doing Business

The success, (or lack of it) of the trip “down under” often rests on the not-so-obvious preparations that one makes before leaving. The most important are:

- a good supply of business cards, clearly printed, giving your full address
- enough business stationery to write letters of thanks or appointment confirmations
- small notebooks for jotting down addresses, directions for reaching places, notes of interviews and requests for further information
- pictures of your plant and copies of some of the descriptive literature that you publish in Canada
- a portable dictating machine if you do not have too much other luggage and if you wish to keep the reports and send the tapes back to your secretary to be transcribed
- where possible, a stock of small giveaways, preferably something connected with your product or Canada.

IX. *USEFUL ADDRESSES*

Canadian Trade Offices in Australia

For purposes of trade promotion, Australia is divided among four Canadian trade offices:

CANBERRA Commercial Counsellor
 Canadian High Commission
 Commonwealth Avenue
 Canberra, ACT 2600, Australia
 Tel.: 73-3844
 Telex: (Destination code 71)
 089-62017
 (DOMCAN AA 62017)

- for sales promotion of defence-related goods to the Australian government
- for trade enquiries that require liaison with federal government departments and agencies in Canberra, and for nation-wide sector specific information on primary industry, minerals and energy.

SYDNEY Canadian Consulate General
 A.M.P. Centre, 8th Floor,
 50 Bridge Street
 Sydney, New South Wales, 2000
 Tel.: (02) 231-6522
 Telex: (Destination code 71) 20600
 (CANGOVT AA20600)

Territory: New South Wales, Queensland,
 Australian Capital Territory,
 Northern Territory, Papua New
 Guinea, Solomon Islands, Nauru,
 Vanuatu

MELBOURNE Canadian Consulate General
 Princes Gate, East Tower,
 17th Floor
 151 Flinders Street
 Melbourne, Victoria, 3000
 Tel.: (03) 654-1433
 Telex: (Destination code 71) 30501
 (CANGOVT AA30501)

Territory: Victoria, South Australia and
Tasmania

PERTH Canadian Consulate General
160 St. George's Terrace
7th Floor
Perth, Western Australia, 600
Tel.: (09) 322-6288
Telex: (Destination code) 95744
(DOMCAN AA95744)

Territory: Western Australia

Address in Canada

Pacific Trade Development Division
Pacific Bureau
Department of External Affairs
Ottawa, Ontario
K1A 0G2

Australian High Commission and Consulates in Canada

Commercial Counsellor	Trade Commissioner
Australian High	Australian Consulate
Commission	Suite 500
13th Floor	1055 West Hastings Street
130 Slater Street	Vancouver
Ottawa, Ontario	British Columbia
K1P 5H6	V6E 2E9
Tel: (613) 236-0841	Tel: (604) 684-1177

Trade Commissioner
Australian Consulate
2324 Commerce Court West
P.O. Box 69
Toronto, Ontario
M5L 1B9
Tel: (416) 357-0783

X. READING LIST

Books and periodicals of possible interest to businessmen visiting Australia are listed below.

General

Australian Handbook (Annual), and *Australia in Brief*, published by the Australian Information Service, P.O. Box 12, Canberra, Australia 2600.

Australia Land of Potential, The Commercial Banking Company of Sydney Limited, Suite 2704, 450 Park Avenue, New York, NY 10022 (Free).

Australia New Business Power in the Pacific, 1968, Business International Corporation, 757 Third Avenue, New York, NY 10017.

Basic Data on the Economy of Australia, U.S. Bureau of International Commerce (Overseas Business Reports OBR 70-34). (Available from Government Printing Office, Washington, DC 20402).

Industry and Trade

Australian Corporations Doing Business Abroad, Price Waterhouse & Co., United States; Economic Surveys by the OECD: Australia, annual, Organization for Economic Cooperation and Development, Paris.

Establishing a Business in Australia, U.S. Department of Commerce (Overseas Business Reports, OBR 70-89). (Available from Government Printing Office, Washington, DC 20402).

Foreign Trade Regulations of Australia, U.S. Department of Commerce (Overseas Business Reports). (Available from Government Printing Office, Washington, DC 20402).

Getting Started in Export Trade, International Trade Centre UNCTAD/GATT, Palais des Nations, 1211 Geneva 10, Switzerland.

Information Guide for Doing Business in Australia, Price Waterhouse & Co., United States.

Tax and Trade Guide — Australia, Authur Anderson & Co., Australia.

Directories

The Business Who's Who of Australia, R.G. Riddell Pty. Ltd., 32 Burton Street, Sydney, New South Wales, 2061.

Mercantile Directory of Australia and New Zealand, Interstate and New Zealand Publishing Co. Pty. Ltd. National Building, 250 Pitt Street, Sydney, New South Wales.

Statistics

Australian National Accounts, Commonwealth Bureau of Census and Statistics, Canberra.

Monthly Bulletin of Overseas Trade Statistics, Commonwealth Bureau of Census and Statistics, Canberra, Part 1, — Exports, Part II — Imports.

Statistical Bulletin, Reserve Bank of Australia, Sydney

XI. REGIONAL OFFICES IN CANADA

Regional Offices

If you have not previously marketed abroad, contact any regional officer of the Department of Regional Industrial Expansion at the addresses listed below:

NEWFOUNDLAND	Parsons Building 90 O'Leary Avenue P.O. Box 8950 St. John's, Newfoundland A1B 3R9 Tel.: (709) 772-4884 Telex: 016-4749 Facsimile: (709) 772-5093
NOVA SCOTIA	1496 Lower Water Street P.O. Box 940, Station "M" Halifax, Nova Scotia B3J 2V9 Tel.: (902) 426-7540 Telex: 019-22525 Facsimile: (902) 426-2624
NEW BRUNSWICK	590 Brunswick Street P.O. Box 578 Fredericton, New Brunswick E3B 5A6 Tel.: (506) 452-3190 Telex: 014-46140 Facsimile: (506) 452-3173
PRINCE EDWARD ISLAND	Confederation Court 134 Kent Street, Suite 400 P.O. Box 1115 Charlottetown Prince Edward Island C1A 7M8 Tel.: (902) 566-7400 Telex: 014-44129 Facsimile: (902) 566-7431

QUÉBEC	Stock Exchange Tower 800 Victoria Square P.O. Box 247 Montréal, Québec H4Z 1E8 Tel.: (514) 283-7907 Telex: 055-60768 Facsimile: (514) 283-3302
ONTARIO	1 First Canadian Place Suite 4840 P.O. Box 98 Toronto, Ontario M5X 1B1 Tel.: (416) 365-3737 Telex: 065-24378 Facsimile: (416) 366-9082
MANITOBA	3 Lakeview Square 4th Floor 185 Carlton Street Winnipeg, Manitoba R3C 2V2 Tel.: (204) 949-4090 Telex: 075-7624 Facsimile: (204) 949-2187
SASKATCHEWAN	814 Bessborough Tower 601 Spadina Crescent East Saskatoon, Saskatchewan S7K 3G8 Tel.: (306) 665-4400 Telex: 074-2742 Facsimile: (306) 665-4399
ALBERTA	The Cornerpoint Building Suite 505 10179-105th Street Edmonton, Alberta T5J 3S3 Tel.: (403) 420-2944 Telex: 037-2762 Facsimile: (403) 420-2942

BRITISH COLUMBIA Suite 1101
Bentall Centre
Tower IV
1055 Dunsmuir Street
P.O. Box 49178
Vancouver, B.C.
V7X 1K8
Tel.: (604) 661-1434
Telex: 04-51191
Facsimile: (604) 666-8330

APPENDICES

Appendix I

**Value of Australia Exports by
Main Commodity Groups 1979-81**
(US\$ millions)

	<u>1979</u>	<u>1980</u>	<u>1981</u>
Food and live animals			
for food	6,018	7,181	6,518
Beverages and tobacco	45	52	61
Crude materials, inedible, except fuels	4,745	6,125	6,577
Mineral fuels, lubricants and related materials	2,287	2,412	3,379
Animals and vegetable oils, fats and waxes	146	114	92
Chemicals	411	507	469
Manufactured goods			
classified by material	2,230	2,537	2,413
Machinery and transport equipment	1,156	1,542	1,517
Miscellaneous manufactured articles	372	455	497
Commodities and transactions, not classified elsewhere	<u>1,639</u>	<u>1,220</u>	<u>740</u>
TOTAL	19,050	22,146	22,243

Australian Import Trade
(US\$ millions)

	1979	1980	1981
Value of imports	16,402	19,899	23,516
Petroleum oils, crude	667	1,523	1,781
Petroleum products refined	1,052	1,183	1,367
Passenger motor cars	579	529	600
Motor vehicle (transport of goods)	398	502	692
Parts and accessories	492	461	508
Construction, mining, excavating machinery	270	410	607
Paper and paperboard	384	451	521
Aircraft and parts	297	245	574
Data processing equipment	318	386	460
Aircraft and marine piston engines	283	318	347
Machinery parts (non-electric)	282	369	412
Ships, boats	250	114	469
Printed matter	264	292	319
Measuring, analyzing, controlling instruments	222	284	377
Special transactions and commodities	157	272	256
Cotton fabrics — woven	247	244	251
Electrical machinery and apparatus	217	256	284
Telecommunications equipment	202	246	338
Wood products	203	216	223
Tubes, pipes (iron or steel)	113	135	283

(Discrepancies in figures may occur as a result of foreign exchange translation, differing valuation systems, and other reasons.)

Australian Import Trade (continued)

	1979	1980	1981
Textile yarn	201	234	266
Tractors	141	243	240
Baby carriages, toys, sporting goods	183	217	237
Miscellaneous chemical products	172	208	212
Electrical apparatus for making and breaking electrical circuits	165	196	250
Electrical household equipment	170	194	224
Specialized industrial machinery	164	187	243
Polymerization products	151	196	224
Woven fabrics of man- made fibers	163	176	195
Mechanical handling equipment	107	146	226
Medicinal and pharmaceutical products	157	170	161
Inorganic chemical elements	144	105	183
Machine tools	115	188	198
Manufacture of base metals, n.e.s.	136	172	187
Pumps, compressors, fans, blowers	141	164	198
Rubber tires	113	169	190
Organo-inorganic and heterocyclic compounds	133	156	145
Office machines	116	148	192
Resins and plastic materials	186	208	237
Motorcycles, invalid carriages, etc.	83	156	183
Tools for use (in the hand or in machines)	127	152	172
Rotating electric plant and parts	124	152	169
Coffee and coffee substitutes	120	125	102

Australian Imports — Major Countries of Origin
(US\$ millions)

	1979		1980		1981	
	\$	%	\$	%	\$	%
United States	3,799	23.04	4,322	21.72	5,359	22.79
Japan	2,579	15.72	3,378	16.98	4,631	19.69
United Kingdom	1,752	10.68	1,855	9.32	1,702	7.24
Germany, F.R.of	1,167	7.12	1,190	5.98	1,265	5.38
Saudi Arabia	493	3.00	939	4.72	1,303	5.54
New Zealand	545	3.32	677	3.40	764	3.25
Canada	485	2.96	544	2.73	600	2.55
Singapore	361	2.20	597	3.00	642	2.73

1981
Major Commodities Imported by Australia
Exporting Countries

(US\$ millions)

Canada — Total	600
Wood products	59
Paper and paperboard	55
Sulphur	49
United States — Total	5,360
Aircraft and parts	373
Construction mining, excavating machinery	367
Data processing equipment	254
Japan — Total	4,631
Motor vehicles (transport of goods)	558
Passenger motor cars	429
Tubes, pipes (iron or steel)	191
Kuwait — Total	488
Refined petroleum products	353
Crude petroleum	134
Saudi Arabia — Total	1,303
Crude petroleum	1,034
Refined petroleum products	268
Hong Kong — Total	516
Woven cotton fabrics	64
Other non-electrical machinery, tools, etc.	40
Baby carriages, toys, sporting goods	38
Indonesia — Total	436
Crude petroleum	364
Coffee and coffee substitutes	16
Natural rubber	15
Singapore — Total	642
Refined petroleum products	423
Ships, boats	49
Printed matter	14

Appendix II

Canadian Trade with Australia (CDN\$ millions)

Year	Exports	Imports	Net Trade Balance
1973	214.4	242.6	- 28.2
1974	317.4	335.0	- 17.6
1975	248.0	344.8	- 96.8
1976	369.5	339.2	+ 30.3
1977	408.9	353.0	+ 55.9
1978	412.4	353.1	+ 59.3
1979	556.6	466.1	+ 90.5
1980	663.5	507.1	+ 156.4
1981	777.0	499.1	+ 277.9
1982	651.1	440.8	+ 210.3

Major Canadian Exports to Australia (CDN\$ 000)

	1981	1982
Motor vehicles and parts	74,097	58,250
Sulphur	70,191	58,234
Lumber	73,598	53,940
Drilling machinery	39,926	39,077
Newsprint	53,212	33,860
Wood pulp	22,341	25,458
Fertilizers (potash)	13,749	22,095
Tractors	15,652	19,530
Office machines and equipment	26,499	19,076
Total commodities listed	389,265	329,520
(Per cent of Total)	(50%)	(51%)
TOTAL EXPORTS	777.0	651.1
(Per cent Change)		(- 16%)

(Discrepancies in figures may occur as a result of foreign exchange translation, differing valuation systems, and other reasons.)

Major Canadian End Product Exports to Australia
(CDN\$ millions)

	1981	1982
Motor vehicle parts	74.1	58.2
Drilling machinery	39.9	39.1
Tractors	15.7	19.5
Office machines and equipment	26.5	19.1
Carpets in roll, floor covering	19.1	11.8
Stationery and office supplies	7.4	7.9
Aircraft, engines and parts	10.4	5.4
Telecommunications equipment	9.1	8.6
Refrigeration and air conditioning equipment and parts	1.8	3.2
Total Commodities Listed	204.0	172.8
(Per cent of Total)	(26%)	(26.5%)
TOTAL EXPORTS	777.0	651.1
(Per cent Change)		(- 16%)

Major Canadian Imports from Australia
(CDN\$ 000)

	1981	1982
Raw sugar	166,190	112,371
Metal ores/concentrates	78,426	108,955
Meat, fresh, chilled, frozen	60,705	62,657
Alumina	76,257	61,915
Dried fruits (including raisins)	16,093	20,873
Canned fruits	10,132	12,798
Other meat preparations (including corned beef)	5,363	6,677
Food preparations, materials	9,213	4,671
Steel bars, rods	3,809	3,976
Wool	6,618	2,686
Total Commodities Listed	432,806	397,579
(Per cent of Total)	(86.7%)	(90.2%)
TOTAL IMPORTS	499.1	440.8
(Per cent Change)		(- 12%)

Notes

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Notes

Australia



Canada